

IN THE CLAIMS

1. (Currently amended) A computer implemented method of customizing a product comprising:
 - providing a set of one or more customizable product classes;
 - receiving a request to designate a customizable product class from the set of one or more customizable product classes as a customizable product instance;
 - presenting a customizable product class from the set of one or more customizable products classes as the customizable product instance;
 - providing a set of one or more component products, the set of one or more component products associated with the customizable product instance;
 - receiving a request to associate a first component product from the set of one or more component products with the customizable product instance; and
 - determining whether to associate the first component product from the set of one or more component products with the customizable product instance based on a predetermined set of customizable class rules, the customizable class rules associated with the customizable product instance.

2. (Currently amended) The computer implemented method of claim 1 further comprising:
 - determining not to associate the first component product from the set of one or more component products with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

3. (Currently amended) The computer implemented method of claim 1 further comprising:
determining to associate a first component product from the set of one or more component products with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; and associating the first component product with the customizable product instance.

4. (Currently amended) The computer implemented method of claim 3 further comprising:
determining whether to associate a second component product with the customizable product instance upon the associating the first component product if the customizable class rule requires association of the first component product with the second component product; and associating the second component product with the customizable product instance.

5. (Previously Presented) The computer implemented method of claim 1 wherein the providing a set of one or more component products includes providing a user interface for each component product.

6. (Previously Presented) The computer implemented method of claim 5 wherein the user interface includes a theme UI, a control UI, and a group UI.

7. (Previously Presented) The computer implemented method of claim 1 wherein two or more component products from the set of one or more component products are associated with the customizable product instance.

8. (Currently amended) A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:

providing a set of one or more customizable product classes;

receiving a request to designate a customizable product class from the set of one or more customizable product classes as a customizable product instance;

presenting a customizable product class from the set of one or more customizable products classes as the customizable product instance;

providing a set of one or more component products, the set of one or more component products associated with the customizable product instance;

receiving a request to associate a first component product from the set of one or more component products with the customizable product instance; and

determining whether to associate the first component product from the set of one or more component products with the customizable product instance based on a predetermined set of customizable class rules, the customizable class rules associated with the customizable product instance.

9. (Currently amended) The machine-readable medium of claim 8 further comprising:
determining not to associate the first component product from the set of one or more component products with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.
10. (Currently amended) The machine-readable medium of claim 8 further comprising:
determining to associate a component product from the set of one or more component products with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; and
associating the first component product with the customizable product instance.
11. (Currently amended) The machine-readable medium of claim 10 further comprising:
determining whether to associate a second component product to the customizable product instance upon the associating the first component product if the customizable class rule requires associating the first component product with the second component product; and
associating the second component product with the customizable product instance.
12. (Original) The machine-readable medium of claim 8 wherein the providing a set of one or more component products includes providing a user interface for each component product.

13. (Original) The machine-readable medium of claim 12 wherein the user interface includes a theme UI, a control UI, and a group UI.
14. (Original) The machine-readable medium of claim 8 wherein two or more component products from the set of one or more component products are associated with the customizable product instance.
15. (Currently amended) A computer implemented method of customizing a product comprising:
- designating a customizable product class from a set of one or more customizable products classes as a customizable product instance; and
- selecting a component product from a set of one or more component products to form a customizable product, the set of one or more component products are associated with the customizable product instance based on a predetermined set of customizable rules, the customizable class rules associated with the customizable product instance.
16. (Currently amended) A computer implemented method of claim 15 further comprising selecting from a set of alternative component products to add to the customizable product, the selecting is determined by the first component product selected based on the predetermined set of customizable rules.

17. (Previously Presented) A computer implemented method of claim 15 further comprising selecting two or more component products associated with the customizable product class.
18. (Currently amended) A computer implemented method of claim 15 ~~wherein further comprising automatically associating one or more component products are automatically selected with the customizable product instance upon the selecting from a set of one or more component products to form a customizable product based on the predetermined set of customizable rules.~~
19. (Previously Presented) A computer implemented method of claim 18 wherein the customizable product may be saved to a data store.
20. (Previously Presented) A computer implemented method of claim 18 wherein the customizable product contains pricing information.
21. (Previously Presented) A computer implemented method of claim 18 wherein the customizable product allows for discount pricing.
22. (Previously Presented) A computer implemented method of claim 18 wherein the customizable product includes component product information to guide a consumer in the selection of the customizable product.

23. (Currently amended) A computer implemented method of claim 18 wherein the component product is displayed in [[its]] an individual user interface.
24. (Currently amended) A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:
- designating a customizable product class from a set of one or more customizable products classes as a customizable product instance; and
- selecting a component product from a set of one or more component products to form a customizable product, the set of one or more component products are associated with the customizable product class based on a predetermined set of customizable rules, the customizable rules associated with the customizable product instance.
25. (Original) The machine-readable medium of claim 24 further comprising selecting from a set of alternative component products to add to the customizable product, the selecting is determined by the first component product selected.
26. (Original) The machine-readable medium of claim 24 further comprising selecting two or more component products associated with the customizable product class.

27. (Currently amended) The machine-readable medium of claim 24 further comprising
automatically associating one or more component products ~~are automatically selected with the~~
customizable product instance upon the selecting from a set of one or more component
products to form a customizable product based on the predetermined set of customizable
rules.

28. (Currently amended) The machine-readable medium of claim 27 wherein the
customizable product ~~may be~~ is saved to a data store.

29. (Original) The machine-readable medium of claim 27 wherein the customizable
product contains pricing information.

30. (Original) The machine-readable medium of claim 27 wherein the customizable
product allows for discount pricing.

31. (Original) The machine-readable medium of claim 27 wherein the customizable
product includes component product information to guide a consumer in the selection of the
customizable product.

32. (Original) The machine-readable medium of claim 27 wherein the component product
is displayed in its individual user interface.

33. (Currently amended) An apparatus ~~composed of logic blocks~~ to customize a product comprising:

a memory and a processor coupled to the memory to provide to store a set of one or more customizable product classes; and

a processor, coupled to the memory, to:

receive a request to designate a customizable product from the set of one or more customizable product classes as a customizable product instance[;],

provide a customizable product class from the set of one or more customizable products classes as the customizable product instance[;],

provide a set of one or more component products, the set of one or more component products associated with the customizable product instance[;],

receive a request to associate a first component product from the set of one or more component products with the customizable product instance[;], and

determine whether to associate the first component product from the set of one or more component products with the customizable product instance based on a set of predetermined customizable rules, the customizable class rules associated with the customizable product instance.

34. (Currently amended) The apparatus of claim 34 wherein the ~~memory and the processor coupled to the memory are further configured to~~ further to determine not to associate the first component product from the set of one or more component products with

the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

35. (Currently amended) The apparatus of claim 33 wherein the ~~memory and the processor coupled to the memory are further configured to~~ is further to determine to associate a first component product from the set of one or more component products with the customizable product instance[[;]] if the customizable class rule allows association of the first component product with the customizable product instance, and associate the first component product with the customizable product instance.

36. (Currently amended) The apparatus of claim 35 wherein the ~~memory and the processor coupled to the memory are further configured to~~ is further to determine whether to associate a second component product with the customizable product instance upon the associating the first component product[[;]]if the customizable class rule requires association of the first component product with the second component product, and associate the second component product with the customizable product instance.

37. (Currently amended) The apparatus of claim 33 wherein the ~~memory and the processor coupled to the memory are further configured to~~ is further to provide a set of one or more component products includes providing a user interface for each component product.

38. (Previously Presented) The apparatus of claim 37 wherein the user interface includes a theme UI, a control UI, and a group UI.

39. (Previously Presented) The apparatus of claim 33 wherein two or more component products from the set of one or more component products are associated with the customizable product instance.